WHAT IS CLAIMED IS:

1. A sign holder for a folding chair having a back rest portion with at least one edge, the sign holder comprising:

a main body having dimensions that conform to the dimensions of the back rest portion wherein the main body comprises a front surface and a rear surface and defines an aperture extending therethrough;

a plurality of retainers attached to the main body for securing the main body of the sign holder to the back rest portion of the folding chair; and

at least one sign card retainer formed on the rear surface of the main body such that the sign card retainer retains a sign card such that a message inscribed on the sign card is visible through the aperture in the main body.

- 2. The sign holder of Claim 1, wherein the main body and the plurality of retainers are constructed of plastic, wherein the plurality of retainers form contiguous extensions from the main body.
- 3. The sign holder of Claim 2, wherein the plurality of retainers extending from the main body form hook shapes biased toward the rear surface of the main body.
- 4. The sign holder of Claim 3, wherein the main body and the plurality of retainers are adapted to allow urging of the plurality of hook shaped retainers into engagement with the at least one edge of the back rest portion of the folding chair.
- 5. The sign holder of Claim 1, wherein the sign holder attached to the back rest portion of the folding chair is contoured to the back rest portion so as to retain the functional profile of the back rest portion.
- 6. The sign holder of Claim 1, wherein the main body of the sign holder has the at least one sign card retainer on the rear surface of the main body, the at least one sign card retainer being formed of plastic in a shape to allow insertion of the sign card into the at least one sign card retainer so as to secure the sign card adjacent to the rear surface of the main body.
- 7. A padded sign for a folding chair having a back rest portion with at least one edge, the padded sign comprising:

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a main body having dimensions that conform to the dimensions of the back rest portion wherein the main body includes a front surface and a rear surface;

a plurality of retainers attached to the main body for securing the main body of the sign holder to the back rest portion of the folding chair; and

a padding attached to the main body such that a message can be inscribed on the surface of the padding adjacent the front surface of the main body.

- 8. The padded sign of Claim 7, wherein the main body and the plurality of retainers are constructed of plastic, wherein the plurality of retainers form contiguous extensions from the main body.
- 9. The padded sign of Claim 8, wherein the main body is a ½ inch thick plastic.
- 10. The padded sign of Claim 8, wherein the plurality of retainers extending from the main body form hook shapes biased toward the rear surface of the main body.
- 11. The padded sign of Claim 10, wherein the main body and the plurality of retainers are adapted to allow urging of the plurality of hook shaped retainers into engagement with the at least one edge of the back rest portion of the folding chair.
- 12. The padded sign of Claim 7, wherein the padded sign attached to the back rest portion of the folding chair is contoured to the back rest portion so as to retain the functional profile of the back rest portion.
- 13. The padded sign of Claim 7, wherein the padding is attached to the main body by securing the padding onto the rear surface of the main body.
- 14. The padded sign of Claim 13, wherein the padding is stapled to the rear surface of the main body.
- 15. A folding chair having a folded and an unfolded configuration comprising:
 - a back rest portion with at least one edge; and
 - a sign displaying device attached to the back rest portion, the sign displaying device comprising a main body with a front surface and a rear surface, a plurality of retainers attached to the main body for securing the main

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body of the sign displaying device to the back rest portion by urging the plurality of retainers into engagement with the at least one edge of the back rest portion, an area on the front surface on which a message can be inscribed such that the message is visible when viewed from front of the folding chair.

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16. The folding chair of Claim 15, wherein the folding chair with the sign displaying device attached to the back rest portion has substantially similar dimensions as a folding chair without the sign displaying device attached.

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17. The folding chair of Claim 16, wherein the folding chair with the sign displaying device attached to the back rest portion can be folded and unfolded without removing the sign displaying device.

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18. The folding chair of Claim 17, wherein the plurality of folding chairs with the sign displaying devices attached can be stacked together when in the folded configuration.

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19. The folding chair of Claim 15, wherein a user can sit on the unfolded folding chair and rest the user's back on the back rest portion of the folding chair with the sign displaying device attached to the back rest portion.

20. The folding chair of Claim 15, wherein the message displayed on the sign displaying device attached to the back rest portion enhances the appearance of the folding chair.

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21. The folding chair of claim 20, wherein the plurality of folding chairs with messages displayed on the plurality of sign displaying devices enhance the overall atmosphere of the gathering for which the folding chairs are being used.

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22.

comprising:

a first frame member having a first and a second leg;

a second frame member having a first and a second leg, wherein the first and second frame members are pivotally connected so as to be pivotable between the folded and unfolded position;

A folding chair having a folded and unfolded configuration, the chair

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a seat member coupled to the first frame member, wherein the seat member is pivotally attached to the first frame member so as to be pivotable between the folded and unfolded configuration; and

a horizontal brace extending between the first and second legs of the second frame member so as to provide horizontal support therebetween, wherein the horizontal brace includes an opening dimensioned to receive a user's hand, wherein the horizontal brace is positioned at a vertical location adjacent the vertical location of the seat.

- 23. The folding chair of Claim 22, wherein the seat has a rear edge that abuts the horizontal brace when in the unfolded configuration and wherein the opening is dimensioned such that the user's hand is removed from the interface between the rear edge of the seat and the horizontal brace.
- 24. The folding chair of Claim 23, wherein the horizontal brace is located at the same vertical level as the seat.
- 25. The folding chair of Claim 24, wherein the vertical level of the horizontal brace yields sufficient clearance between the floor and the bottom of the chair when the user picks up the chair by the horizontal brace and carries the chair with an extended arm so as to improve the comfort of carrying the chair.
- 26. The folding chair of Claim 22, further comprising a back rest extending between the first and second legs of the first frame member.
- 27. The folding chair of Claim 22, wherein the first frame member comprises a front frame member and wherein the second frame member comprises a back frame member.
- 28. The folding chair of Claim 22, wherein the first and second frame members, the horizontal brace and the seat member are made of plastic.
- 29. The folding chair of Claim 22, wherein the horizontal brace is proximate the center of mass of the chair such that when the chair is grasped at the horizontal brace, the chair can be held and controlled in an improved manner.
- 30. A folding chair having a folded and unfolded configuration, the chair comprising:

a first frame member having a first and a second leg;

a second frame member having a first and a second leg, wherein the first and second frame members are pivotally connected so as to be pivotable between the folded and unfolded position;

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a seat member coupled to the first frame member, wherein the seat member is pivotally attached to the first frame member so as to be pivotable between the folded and unfolded configuration;

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a horizontal brace extending between the first and second legs of the second frame member so as to provide horizontal support therebetween, wherein the horizontal brace is located near the bottom of the second frame member so as to allow a user's foot to push down when the chair is being folded; and

a back rest attached to the top portion of the first frame member, wherein

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the back rest defines an opening dimensioned to receive the user's hand, wherein the chair can be folded by one hand positioned in the opening pulling upward on the back rest while one foot keeps the chair down by pushing down on the horizontal brace, wherein the front portion of the seat member swings towards the back rest as the chair is being folded, wherein the opening prevents the hand from being pinched between the seat member and the back rest as the chair is

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being folded.

31. The folding chair of Claim 30, wherein the opening is a half moon shaped cutout on the bottom edge of the back rest.